RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #356150	CC:	162301
	MR. H. BOWEN LAVIN CANDY CO.	CC:	
FAX #:	(518) 563-4778		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	2	1 (ONE CTN)	45
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	2	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A

	DESCRIPTION
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$2,016.97	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
36	NO. OF DISPLAYS ON CUSTOMER LIST
$84.00	PACKING PAYMENT ($14.00 X 6 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

	DESCRIPTION
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
9	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:
SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:
PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:
- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/nqpy0000

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	2				(518)891-2485
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	2				(518)891-1890
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	2				(518)563-6300
162301	162323	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY	12901	3			CIG	(518)563-1444
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	3				(518)298-3050
162301		799255	BETTY BEAVERS TRKST	GARVEY MILL RD	LEWIS	NY	12950	1				(518)793-2083
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	2				(518)563-8220
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301		619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901	1				(518)561-4411
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518)963-7277
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	2				(518)563-6061
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	2				(518)873-9935
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FALLS	NY	12985	2				(518)643-8028
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996	1				(518)963-8612
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	162323	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901	4				(518)561-5644
162301	162323	177844	FRECHETTES GROCERY	266 MARGARET ST	PLATTSBURGH	NY	12901	2				(518)563-1920
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577
162302	162320	766966	SHARKEY'S I	304 MONTCALM ST W	TICONDEROGA	NY	12883	1				(518)585-7527

PAGE BREAK TOTAL ACCOUNTS 21 TOTAL QUANTITY 36

TEMPLATE TOTAL ACCOUNTS 21 TOTAL QUANTITY 36

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Source: https://www.industrydocuments.ucsf.edu/docs/nqpy0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

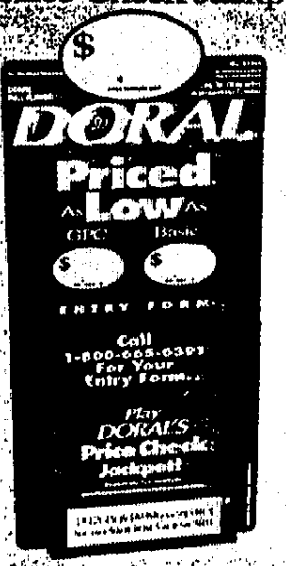
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

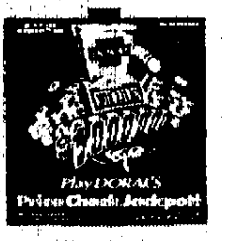
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

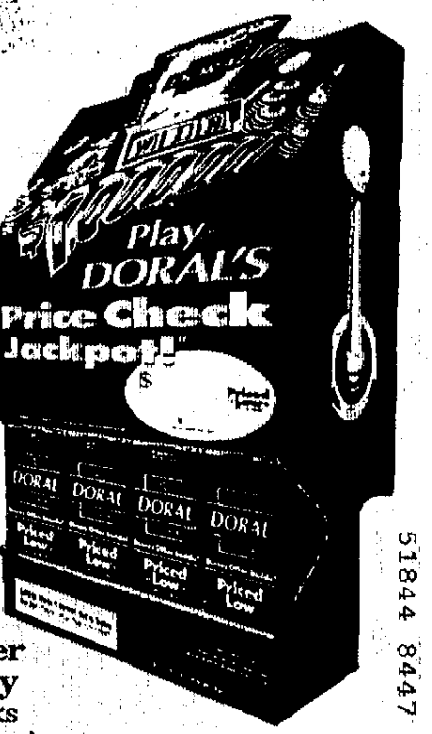
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card w/Entry Forms



Wobbler



Counter Display
(40 packs per display)

Additional Support Pieces:*

Pack Outlet	**Cigarette/Tobacco Store Outlet**
Small Paster	Large Paster
	Banner
	Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqpy0000